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Header @ 1

General Information | Contact | Default Values | Discount | Document Information | Clarification Request

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 Procurement Type: Central Contract - Fixed Amt
 Vendor ID: VS0000043562
 Legal Name: ASCENDING INC
 Alias/DBA: ASCENDING INC
 Total Bid: \$955,688.00
 Response Date: 02/13/2024
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 Responded By User ID: ASCENDING
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 Solicitation Description: DMV Cloud-based Contact Center Solution
 Total of Header Attachments: 1
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Department of Administration
Purchasing Division
2019 Washington Street East
Post Office Box 50130
Charleston, WV 25305-0130

**State of West Virginia
Solicitation Response**

Proc Folder: 1324372
Solicitation Description: DMV Cloud-based Contact Center Solution
Proc Type: Central Contract - Fixed Amt

Solicitation Closes	Solicitation Response	Version
2024-02-14 13:30	SR 0802 ESR02052400000003769	1

VENDOR
VS0000043562
ASCENDING INC

Solicitation Number: CRFQ 0802 DMV2400000001

Total Bid: 955688

Response Date: 2024-02-13

Response Time: 10:52:05

Comments:

FOR INFORMATION CONTACT THE BUYER

David H Pauline
304-558-0067
david.h.pauline@wv.gov

Vendor Signature X **FEIN#** **DATE**

All offers subject to all terms and conditions contained in this solicitation

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
1	DMV Cloud-based Contact Center Solution Year One				276242.00

Comm Code	Manufacturer	Specification	Model #
81162000			

Commodity Line Comments:

Extended Description:

DMV Cloud-based Contact Center Solution Year One

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
2	DMV Cloud-based Contact Center Solution Year Two				226482.00

Comm Code	Manufacturer	Specification	Model #
81162000			

Commodity Line Comments:

Extended Description:

DMV Cloud-based Contact Center Solution Year Two

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
3	DMV Cloud-based Contact Center Solution Year Three				226482.00

Comm Code	Manufacturer	Specification	Model #
81162000			

Commodity Line Comments:

Extended Description:

DMV Cloud-based Contact Center Solution Year Three

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
4	DMV Cloud-based Contact Center Solution Year Four				226482.00

Comm Code	Manufacturer	Specification	Model #
81162000			

Commodity Line Comments:

Extended Description:

DMV Cloud-based Contact Center Solution Year Four

**Proposal in Response to:
State of West Virginia**

**Solicitation No:
CRFQ 0802 DMV2400000001
*DMV Cloud-based Contact
Center Solution***



ASCENDING

ASCENDING, INC.

Minority-Owned Small Business

**Cloud Computing &
Cloud-based Call Center
Leader**



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Table of Contents

Contents

<i>I. Transmittal Letter.....</i>	<i>- 1 -</i>
<i>II. Our Expertise & Track Record.....</i>	<i>- 2 -</i>
<i>III. Our Overall Contact Center Solution</i>	<i>- 5 -</i>
<i>IV. Requirements Matrix.....</i>	<i>- 7 -</i>
<i>V. Our Proposed RACI Model.....</i>	<i>- 15 -</i>
<i>VI. Exhibit A: Contact Center Pricing.....</i>	<i>- 17 -</i>
<i>VII. Acknowledgement of Addenda</i>	<i>- 18 -</i>

I. TRANSMITTAL LETTER

February 8, 2024

Mr. David Pauline, Senior Buyer
DIVISION OF MOTOR VEHICLES
2019 Washington Street, East
Charleston, WV 25305
Solicitation No: CRFQ 0802 DMV2400000001

Dear Mr. Pauline,

ASCENDING is pleased to submit our proposal in response to the Solicitation No: CRFQ 0802 DMV2400000001-- DMV Cloud-based Contact Center Solution.

ASCENDING, a certified minority-owned business with a robust team of certified in-house engineers, specializes in delivering state-of-the-art services in cloud computing, application development, data analytics, call center development, and DevOps. Our expertise and commitment to excellence are evident in our successful collaborations with renowned organizations such as Loudoun County Virginia, GoDaddy, FINRA, College Board, and Overture, to name a few.

We appreciate the opportunity to present our proposal and look forward to the possibility of working with West Virginia's Department of Motor Vehicles on the implementation of this important project.

Please feel free to contact me directly at 518-288-7586 or gloria.zhang@ascendingdc.com should you have any questions or require further information.

Sincerely,

A handwritten signature in black ink that reads "Gloria Zhang".

Gloria Zhang, VP of Operations

ASCENDING, Inc.

II. OUR EXPERTISE & TRACK RECORD

ASCENDING, a certified minority-owned small business, excels in delivering advanced cloud computing services, innovative application development, efficient DevOps practices, and Call Center development. As an AWS Advanced-Tier Partner and Microsoft Azure Partner, we ensure seamless cloud integration, application scalability, and optimized DevOps methodologies. Our solutions focus on security, stability, scalability, and cost savings, tailoring each project to the unique needs of our clients. Our work with prestigious clients like GoDaddy, FINRA, College Board, and Loudoun County Virginia demonstrates our capability to architect and implement sophisticated cloud infrastructures, develop user-centric applications, and streamline development and operations processes.

ASCENDING has a proven track record in deploying SaaS call center solutions, notably enhancing Loudoun County's citizen services using AWS Connect, a FedRAMP-compliant platform. This project demonstrates our expertise in project management, implementation, and operations support, aligning with federal and state standards. Our direct engagement with stakeholders and commitment to efficient, modernized services positions us as a preferred provider for secure, tailored cloud-based call center solutions.

ASCENDING's comprehensive capabilities underscore its leadership in delivering innovative, efficient, and scalable cloud-based call center solutions to meet the complex needs of modern enterprises and public sector organizations. Here is an overview of ASCENDING's expertise in deploying advanced, cloud-based call center solutions:

Omnichannel and Self-Service:

- Global telephony network, direct inward dial, toll-free numbers.
- Integrated voice and video in web and mobile applications.
- High-quality audio for clear communication.
- Intelligent IVR and chatbots for automated self-service.
- Asynchronous messaging, Apple Business Chat, and SMS.
- Coordinated outbound campaigns across voice, SMS, and email.
- Automated, intelligent calling system with a predictive dialer.
- Unified interface for voice, chat, and task routing.
- Efficient contact routing to suitable agents.

Agent Productivity:

- Comprehensive toolset in the agent workspace.
- Guided problem resolution with step-by-step guides.
- Centralized interface for calls and chats in the Contact Control Panel.
- Real-time, integrated customer information.
- Efficient tracking and resolution of customer issues.
- AI-enhanced support for real-time agent assistance.
- CRM integration for a streamlined agent experience.

Analytics, Insights, and Optimization:

- ML-based prediction of contact volumes.
- Staffing level and cost management.
- Optimized agent scheduling.
- Analysis of sentiment and conversation trends.
- Concise summaries of customer interactions.
- Secure handling of sensitive data.
- Tools for agent performance assessment.
- Visual monitoring of agent interactions.
- Detailed analysis for performance improvement.

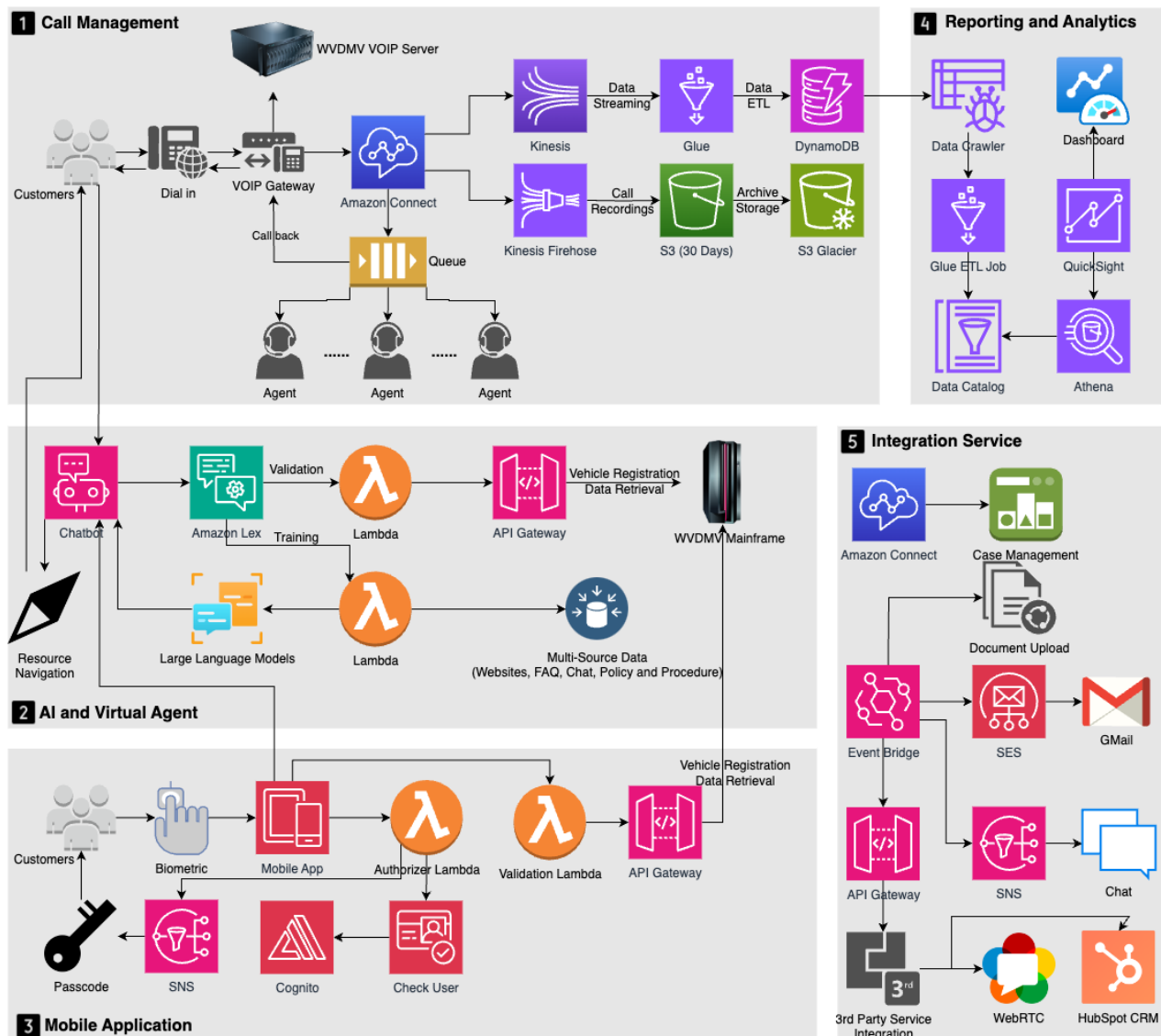
Advanced Integration and Capabilities:

- **Multichannel Experience and Data Unification:** Expertise in creating unified, multichannel experiences and managing data analytics.
- **Integration with Document Management Solutions:** Capability to integrate call center solutions with systems like Application Xtender for seamless document access and management.
- **Identity Authentication and Case Management:** Implementation of advanced identity authentication methods and efficient case management processes.
- **Multilingual Virtual Agents with LLM Capabilities:** Deployment of intelligent virtual agents supporting multiple languages and incorporating LLM capabilities.
- **Smart Device Interactions and App Integration:** Experience with smart device interactions and mobile app integrations for enhanced experiences.

- **AI-Based Omnichannel Routing and Disaster Recovery:** Capacity for AI-based routing and robust disaster recovery strategies.
- **High-Quality Audio and VoIP Capabilities:** High-quality audio and VoIP solutions, including fallback to PSTN.
- **GenAI Capabilities and Multimodal Omnichannel Experience:** Advancements in GenAI for personalized interactions and a multimodal omnichannel experience.
- **Cloud Hosting and Support Hours:** Cloud hosting within specified environments and alignment with customer support schedules.

III. OUR OVERALL CONTACT CENTER SOLUTION

ASCENDING's Contact Center Solution for WVDMV is a robust, cloud-based platform designed to deliver a seamless customer service experience. Utilizing AWS services, our solution integrates leading-edge technology to provide flexible and efficient call management, a unified communication interface, and intelligent AI-driven interactions. With a strong emphasis on analytics and reporting, document management, CRM integration, and mobile accessibility, ASCENDING is poised to transform the WVDMV's customer interaction landscape, ensuring data security, operational resilience, and user-friendly access across multiple channels.



Call Management

Utilizing AWS Connect, our Call Management system is engineered to handle a high volume of calls with an automated callback feature, ensuring no call is left unattended. Customizable call flows and queue configurations are tailored for different service needs, and integration with AWS Kinesis allows for real-time data streaming and analytics, ensuring compliance with data protection and privacy regulations.

AI and Virtual Agent

Our AI and Virtual Agent module incorporates Amazon Lex for natural language understanding and processing, enabling multi-language support and facilitating intelligent customer self-service. With AWS Lambda for serverless computing, the system scales automatically, handling chatbot interactions and call deflections efficiently, without the need for ongoing server management.

Mobile Application

For the Mobile Application module, AWS Amplify is used to streamline app development, providing features for secure authentication through Amazon Cognito, which supports passcode/biometrics and account number verifications. Visual queue systems and AI chatbot integration are designed to enhance the customer experience, utilizing AWS's comprehensive app development tools for high performance and scalability.

Reporting and Analytics

Powered by AWS QuickSight, the Reporting and Analytics module provides dynamic visualization and business intelligence capabilities. It harnesses the power of AWS data lakes to aggregate, analyze, and report on detailed call analytics and operational efficiency metrics, offering WVDMV actionable insights for strategic improvements and operational excellence.

Integration Service

By leveraging Amazon Connect case management tool to maintain customer interaction data and manage cases, we ensure seamless data unification and real-time analytics for agent availability and customer interaction tracking. Our solution provides a unified platform to seamlessly integrate with WVDMV's multi-channel communication systems. We also have an integration hub to interact with other 3rd party services. The optional CRM system is built on HubSpot, backed by our expertise from numerous successful engagements delivered in the past. The document management integration connects securely via AWS API Gateway, ensuring encrypted data transfer and compliance with regulatory standards. AWS's robust IAM services manage permissions and access controls, providing secure verification of sensitive customer information.

IV. REQUIREMENTS MATRIX

Mandatory Requirements	Our Proposed Solution
3.1.1.1 ... must provide a unified and multichannel experience.	ASCENDING proposes a cloud-based, scalable contact center solution that leverages our expertise demonstrated in the Loudoun County project. Utilizing Amazon Connect, our solution will offer a seamless, multichannel experience across phone, email, and chat, ensuring efficient management and routing of customer interactions. By integrating cutting-edge AWS technologies, we will enable real-time data analytics and personalized customer service, meeting WVDMMV's requirements for a unified customer experience. Our approach, proven in similar projects, guarantees enhanced customer satisfaction and operational efficiency.
3.1.1.2 ... must provide data unification, management, and analytics to provide a source of truth for DMV decision making.	ASCENDING's proposed solution will utilize a comprehensive data unification, management, and analytics platform. Our approach integrates cloud-based technologies to aggregate and analyze contact center data across all channels in real time. This will equip WVDMMV with a centralized source of truth, enabling informed decision-making and strategic planning. By applying advanced analytics and machine learning, we'll deliver actionable insights, trend analysis, and predictive modeling to improve service delivery and operational efficiency, ensuring WVDMMV's ability to make data-driven decisions.
3.1.1.3 ... must interface with DMV's document management solution (currently Application Xtender).	ASCENDING plans to develop a robust integration layer for the Contact Center Solution to seamlessly interface with WVDMMV's existing Application Xtender document management system. This integration will facilitate efficient document access and management directly from the contact center platform, ensuring agents have immediate access to necessary documents during customer interactions. Leveraging API-driven approaches and custom connectors, our solution will ensure secure, real-time data exchange, enhancing service efficiency and compliance with data management policies, thus streamlining operations and improving customer service delivery.
3.1.1.4 ... must provide a method to authenticate the citizen's identity.	ASCENDING's solution for authenticating citizen identities within the Contact Center Solution will leverage multi-factor authentication (MFA) and voice biometrics technology, ensuring a secure and user-friendly verification process. By integrating these technologies, our system will verify identities through a combination of personal information checks and biometric voice patterns, providing a high level of security while maintaining ease of access for citizens. This approach ensures secure, efficient, and accurate identity verification,

	aligning with WVDMV's requirements for protecting citizen data and preventing fraud.
3.1.1.5 ... must provide a citizen case management process.	ASCENDING's proposed solution for citizen case management will integrate a comprehensive CRM platform with our Contact Center Solution, enabling efficient tracking, management, and resolution of citizen inquiries and cases. This system will be designed to streamline workflows, automate case assignment, and provide agents with complete case histories and relevant information at their fingertips. Our approach emphasizes enhancing citizen satisfaction through timely responses and resolutions, leveraging our experience in similar projects to ensure a seamless, efficient case management process.
3.1.1.6 ... must provide an intelligent virtual agent with natural language processing that is able to handle multiple languages including: Spanish, German, Chinese, and French.	ASCENDING's proposed Contact Center Solution will feature an advanced intelligent virtual agent, equipped with state-of-the-art natural language processing capabilities to support multiple languages, including Spanish, German, Chinese, and French. This virtual agent will be designed to understand and process user queries in these languages effectively, providing accurate responses and guiding citizens through their inquiries. Leveraging machine learning, our solution will continuously improve its understanding and interaction in these languages, ensuring a highly accessible and efficient service for WVDMV's diverse citizen base.
3.1.1.6.1 ... must provide an unlimited number of seamless transfers from virtual agent to human agent and back.	ASCENDING's solution for the Contact Center will enable unlimited, seamless transfers between virtual agents and human agents, utilizing advanced routing algorithms and integration with our intelligent virtual agent platform. This ensures smooth transitions without service interruption, enhancing customer experience. Our system will automatically determine the best available agent based on the query complexity and language preference, ensuring efficient and effective resolution. This feature allows for a flexible, responsive service model that adapts to varying customer needs, maintaining high service standards across all interactions.
3.1.1.6.2 The virtual agent must incorporate large language model capabilities and make conversation transcripts searchable.	ASCENDING's virtual agent will integrate large language model capabilities, enhancing its conversational intelligence and ability to understand complex queries. This technology will support nuanced, natural interactions in multiple languages. Furthermore, we will implement a robust data indexing and search functionality, making all conversation transcripts easily searchable. This feature allows for quick retrieval of information, facilitating ongoing training, quality assurance, and the ability to glean insights from customer interactions, thus continuously improving service quality and responsiveness.
3.1.1.7 ... must provide smart device interactions	ASCENDING's Contact Center Solution will support smart device interactions, enabling customers to easily share photos and videos,

<p>like photo, video, channel blending, and convenient on device authentication.</p>	<p>ensuring a rich, multi-channel communication experience. Our solution will feature channel blending capabilities, allowing a seamless transition between communication modes (e.g., from chat to voice or video) within the same interaction. Additionally, we will implement convenient on-device authentication methods, such as passcode, to streamline the verification process while enhancing security and user experience, ensuring a modern, efficient, and secure interaction for all users.</p>
<p>3.1.1.7.1 ... must allow mobile device App integration.</p>	<p>ASCENDING's solution will ensure seamless integration with mobile device apps, enhancing user engagement and accessibility. This will allow for direct interaction through the app, including access to virtual agents, case management, and authentication services. Our approach will enable a consistent user experience across platforms, leveraging mobile-specific features to enhance service delivery. This integration aligns with our commitment to providing modern, efficient, and user-friendly solutions, facilitating improved communication and service for WVDMV's clientele.</p>
<p>3.1.1.8 ... must provide natural language processing to help contact center managers by identifying call drivers, sentiment, popular questions, and other information about customer interactions.</p>	<p>ASCENDING's Contact Center Solution will leverage natural language processing (NLP) to provide advanced analytics for contact center managers. This technology will analyze customer interactions to identify key call drivers, detect sentiment, and pinpoint frequently asked questions and trends. By extracting and interpreting this valuable information, our solution will empower managers with actionable insights to improve service quality, customer satisfaction, and operational efficiency, ensuring that WVDMV can effectively address the needs and preferences of its customers.</p>
<p>3.1.1.9 ... must provide a robust recording system for recording, storing, and tagging calls.</p>	<p>ASCENDING's proposed solution will incorporate a robust call recording system designed for comprehensive recording, secure storage, and efficient tagging of all calls. This system will enable easy retrieval and analysis, supporting quality assurance, compliance, and training needs. Advanced tagging capabilities will categorize calls by topics, sentiment, and other relevant metadata, facilitating quick access to specific interactions and insights into customer trends and preferences, ensuring WVDMV can maintain high standards of service and continuously improve based on customer feedback.</p>
<p>3.1.1.10 ... must provide call search capability including the ability to search for sentiment.</p>	<p>ASCENDING's Contact Center Solution will feature an advanced call search capability, leveraging natural language processing to allow managers to search through call transcripts based on specific keywords, phrases, and sentiment. This functionality enables the identification of customer mood and satisfaction levels, providing critical insights into the overall customer experience. By integrating this search capability, WVDMV will have the tools to rapidly address</p>

	and analyze customer feedback, enhancing service quality and operational strategies based on real-time data and sentiment analysis.
3.1.1.11 ... must provide AI-based omnichannel routing.	ASCENDING's Contact Center Solution will integrate AI-based omnichannel routing, ensuring customers are directed to the most appropriate agent or service channel based on real-time analysis of their needs and behaviors. This AI-driven approach optimizes the customer journey across all channels, including voice, chat, email, and social media, improving resolution times and enhancing the overall customer experience. By leveraging machine learning, our solution dynamically adapts to changing customer patterns and preferences, ensuring efficient and personalized service delivery.
3.1.1.12... must maintain 99.9% uptime.	ASCENDING commits to ensuring our Contact Center Solution maintains 99.9% uptime, leveraging cloud infrastructure designed for high availability and resilience. Our architecture incorporates redundancy, failover mechanisms, and real-time monitoring to preemptively address potential issues. Additionally, we will implement a comprehensive disaster recovery plan to guarantee service continuity under all circumstances, ensuring WVDMMV's operations remain uninterrupted and consistently reliable, meeting the high standards required for critical communication services.
3.1.1.13Disaster Recovery must be included in	ASCENDING's Contact Center Solution includes a comprehensive Disaster Recovery (DR) plan, ensuring resilience and rapid restoration of services in the event of any disruption. Our DR strategy encompasses data replication, backup systems, and cloud infrastructure across geographically diverse locations to minimize risk and downtime. This approach guarantees that the Contact Center remains operational, maintaining the essential 99.9% uptime commitment, and provides WVDMMV with the confidence that critical communications and customer service capabilities are protected against unforeseen events.
3.1.1.14... must include an automatic call back function for dropped calls.	ASCENDING's Contact Center Solution will feature an automatic callback functionality to address customer experience issues related to dropped calls. This system will automatically detect when a call is dropped and initiate a process to reconnect the customer with the next available agent, ensuring continuity and minimizing frustration. This capability enhances customer satisfaction by reducing wait times and avoiding the need for customers to repeat their issues, thus improving overall service efficiency and effectiveness.
3.1.1.15... must be capable of creating seamless voice and chat support experiences for users of mobile device apps and	ASCENDING's Contact Center Solution will offer a seamless voice and chat support experience for mobile device app users, ensuring smooth integration with existing applications. Our solution focuses on creating a unified communication channel that enables customers to switch between voice and chat without service interruption. By leveraging

<p>must seamlessly integrate with existing mobile applications.</p>	<p>our expertise in mobile app development and cloud-based technologies, we will ensure that the Contact Center Solution enhances user engagement and provides a cohesive, efficient service experience across all mobile platforms.</p>
<p>3.1.1.16... must allow users to make voice calls using data instead of minutes.</p>	<p>ASCENDING's Contact Center Solution will enable users to make voice calls using data (VoIP), bypassing traditional telephony minutes. This approach leverages internet connectivity for communication, providing flexibility and cost savings for users. Our solution ensures high-quality, reliable voice calls over data, seamlessly integrating with WVDMV's mobile applications and services, enhancing accessibility and convenience for users across various network conditions.</p>
<p>3.1.1.17... must provide fallback calls. When the end-user does not have a strong enough data connection for VoIP, the solution will fallback to a PSTN call while still sending the important customer data packet to the CRM record.</p>	<p>ASCENDING's Contact Center Solution will incorporate intelligent fallback functionality, ensuring continuous communication by switching from VoIP to PSTN calls if the user's data connection is insufficient. This feature guarantees reliability without sacrificing customer experience or losing critical information. During the fallback, essential customer data will be transmitted to the CRM record, ensuring seamless service continuity and personalized support, aligning with WVDMV's requirement for an adaptable and resilient communication system.</p>
<p>3.1.1.18... must provide queued callback allowing the constituent to receive a call back from an agent through a virtual queue.</p>	<p>ASCENDING's Contact Center Solution will feature a queued callback system, allowing constituents to opt for a callback from an agent instead of waiting on hold. This system places the caller in a virtual queue, maintaining their position while they go about their day, ensuring they receive a timely call back from the next available agent. This approach significantly enhances caller satisfaction by respecting their time, reducing wait times, and streamlining the support process, ensuring efficient and effective communication for WVDMV's services.</p>
<p>3.1.1.19... must deliver high quality audio with a maximum packet loss less than 1%.</p>	<p>ASCENDING's Contact Center Solution will ensure high-quality audio delivery with a maximum packet loss of less than 1%, utilizing advanced network optimization and quality of service (QoS) technologies. This will maintain crystal-clear voice communication for users, crucial for effective and professional interactions. Our solution employs adaptive bitrate streaming and network condition assessments to dynamically adjust and optimize call quality in real-time, guaranteeing a superior audio experience for WVDMV's constituents, even under varying internet connectivity conditions.</p>
<p>3.1.1.20... must allow users to schedule a time to talk with the support team; AI powered algorithms predict and provide fifteen-</p>	<p>ASCENDING's Contact Center Solution will integrate AI-powered scheduling, offering constituents the convenience of booking support calls at specific times. Utilizing algorithms to predict agent availability, the system will provide fifteen-minute time slots, ensuring efficient use of resources and eliminating wait times for users. This feature</p>

minute time slots based on agent availability...	streamlines the appointment process, enhancing the overall experience by respecting the constituent's time and improving the efficiency of the support team's operations.
3.1.1.21... must instantly verify users with their fingerprint, face, passcode, or account number.	ASCENDING's Contact Center Solution will incorporate biometric and numerical verification methods, allowing instant user verification through fingerprints, facial recognition, passcodes, or account numbers. This multi-modal approach ensures a secure, convenient, and swift authentication process, enhancing user experience while maintaining high security standards. By leveraging state-of-the-art technology, our solution prioritizes user convenience and security, streamlining access to support services.
3.1.1.22... must allow the agent to request photos, videos, screenshots, and input text.	ASCENDING's Contact Center Solution will enable agents to request and receive photos, videos, screenshots, and text inputs from users. This capability facilitates detailed support and troubleshooting by allowing users to share visual evidence or detailed descriptions of their issues. Integrating multimedia sharing into the support process enhances the accuracy of diagnostics and personalized assistance, providing a comprehensive and efficient resolution path for user queries.
3.1.1.23... must be able to send SMS.	ASCENDING's Contact Center Solution will incorporate SMS functionality, enabling direct communication with users via text messages. This feature allows for efficient information dissemination, appointment reminders, and real-time updates, enhancing the accessibility and convenience of WVDMV's communication with constituents.
3.1.1.24... must allow call deflections based on volume and business needs by; allowing the caller to schedule a call for a later time....	ASCENDING's Contact Center Solution will offer call deflection capabilities to manage high volume and meet business needs effectively. This includes options for callers to schedule a call back at a later time, providing an email address for written responses, the ability to forward calls directly to another number, or to voice mail, ensuring flexibility in handling peak times and enhancing customer experience by offering alternative contact methods.
3.1.1.25... must provide unique visual queue configuration settings to direct queues to a particular website or direct queues to a visual message.	ASCENDING's Contact Center Solution will include advanced visual queue configuration settings, allowing queues to direct callers to specific websites or display customized visual messages. This feature enhances user experience by providing relevant information or guidance while they wait, optimizing the customer journey and aligning support services with business objectives and customer needs.
3.1.1.26... must provide administrative functionality for WVDMV to create	ASCENDING's Contact Center Solution will provide robust administrative functionalities, enabling WVDMV to efficiently manage system users, assign roles based on responsibilities, and generate custom reports for insights into operations and customer interactions.

users, assign roles, and create reports.	This ensures flexibility in system management and the ability to tailor reports to meet specific analytical needs, enhancing operational oversight and strategic decision-making.
3.1.1.27... must detect calls to the main support number from the device's dialer and convert the call to a mobile call.	ASCENDING's Contact Center Solution will include technology to automatically detect when a call is made to the main support number from a device's dialer and convert it into a mobile call. This conversion optimizes call quality and leverages mobile-specific features, providing a seamless experience for the caller while ensuring efficient management of incoming support requests.
3.1.1.28...must determine which queue, language, and channel the constituent should reach when the SDK is invoked in various parts of the App.	ASCENDING's Contact Center Solution will utilize an intelligent SDK integrated within the mobile app to dynamically determine the most appropriate queue, language, and communication channel for the constituent based on their interaction context within the app. This ensures a personalized and efficient support experience tailored to the user's specific needs and preferences at any given point in the app.
3.1.1.29... must provide GenAI capabilities.	ASCENDING's Contact Center Solution will incorporate GenAI capabilities to enhance customer interaction through advanced natural language understanding, predictive analytics, and personalized communication strategies. This will enable more efficient handling of queries, improved customer satisfaction, and streamlined operations, adapting in real time to the evolving needs and behaviors of constituents.
3.1.1.29.1 GenAI must personalize customer interactions by providing agents with insights into customer preferences and past interactions.	ASCENDING's Contact Center Solution, powered by GenAI, will leverage AI to analyze customer data and provide agents with real-time insights into customer preferences and historical interactions. This enables personalized service tailored to each customer's unique needs and experiences, enhancing satisfaction and engagement.
3.1.1.29.2 GenAI must automate tasks such as answering FAQs and routing calls to the appropriate agents.	ASCENDING's GenAI capabilities in the Contact Center Solution will automate routine tasks, such as providing answers to frequently asked questions and intelligently routing calls to the most appropriate agents based on the nature of the inquiry and agent expertise. This streamlines operations, enhances efficiency, and ensures customers receive timely and relevant assistance.
3.1.1.29.3 GenAI must get insights from CRM data and understand call drivers and call topics.	ASCENDING's GenAI capabilities within the Contact Center Solution will deeply analyze CRM data to extract valuable insights about call drivers and topics. By understanding patterns and trends in customer interactions, GenAI will enable predictive analytics and more nuanced, personalized customer service. This approach not only streamlines the resolution process but also anticipates customer needs, enhancing the overall effectiveness and efficiency of the contact center operations,

	and leading to improved customer satisfaction through tailored support and proactive service delivery.
3.1.1.29.4 GenAI must provide contact deflection, predictive routing, and turn by turn guidance on the conversation flow based on the customer intent.	ASCENDING's GenAI will enhance the Contact Center Solution with contact deflection, predictive routing, and turn-by-turn conversation flow guidance based on customer intent. This ensures efficient resolution by directing customers to the most suitable resources or agents and providing agents with real-time, context-aware instructions for handling the conversation, significantly improving resolution time and customer satisfaction through a more personalized and efficient interaction.
3.1.1.30 ... must provide a multimodal, omnichannel customer experience using web and mobile SDKs...	ASCENDING's approach focuses on leveraging state-of-the-art SDK integration for iOS and Android, ensuring smooth functionality across VoIP with WebRTC for clear, web-based communication, and traditional PSTN connectivity. This strategic use of technology streamlines customer interactions via chat and SMS, facilitating a unified and engaging customer experience regardless of the device or platform used, all while maintaining the highest standards of service quality and reliability.
3.1.1.31 ... must provide visual IVR to provide customers with self service via web or mobile interfaces...	ASCENDING's solution includes a Visual IVR, transforming traditional voice-based IVR into an intuitive, graphical user interface accessible via web or mobile platforms. This allows customers to navigate service options visually, akin to interacting with a virtual agent, enhancing self-service capabilities and user satisfaction through a more engaging and efficient support experience.
3.1.1.32 ... must provide inbound and outbound voice, SMS, and chat that can handle multiple channels simultaneously and pivot between channels during a customer interaction.	ASCENDING's Contact Center Solution is designed to manage inbound and outbound communications across voice, SMS, and chat, supporting multiple channels simultaneously. This flexibility allows for seamless pivoting between channels during customer interactions, ensuring a cohesive and responsive service experience tailored to the customer's preferences and needs.
3.1.1.33 ... shall be hosted in a state owned public or private cloud environment.... RACI model, a ...	Please see the RACI model and Cost estimates in the next section.
3.1.1.34, ... must include WVDMV customer support Monday through Friday 7:30am – 6:00pm est.	ASCENDING's Contact Center Solution will ensure dedicated customer support for WVDMV from Monday through Friday, between 7:30 AM and 6:00 PM EST, aligning with the agency's operational hours to provide comprehensive assistance for constituents, ensuring timely and effective support throughout the workweek.

V. OUR PROPOSED RACI MODEL

ASCENDING presents its proposed RACI model below, outlining a clear framework for roles and responsibilities throughout the project's lifecycle. This model ensures effective project management by specifying who is Responsible, Accountable, Consulted, and Informed for each key activity, milestone, and deliverable. It aims to streamline communication, set clear expectations among stakeholders, and prevent overlap or gaps in tasks, facilitating smooth progress across all project phases. The table below details ASCENDING's RACI assignments, clarifying the contributions of all team members towards achieving project success.

Project Phase	Responsible	Accountable	Consulted	Informed	Milestone	Deliverables
Project Planning and Design	Cloud Solution Architect, Business Analyst	Program Manager	Cloud Engineer	QA Analyst	Project Plan Approval	Project Scope, Design Documents, Work Breakdown Structure
AWS Infrastructure Setup	Cloud Engineer	Cloud Solution Architect	Program Manager	Business Analyst, QA Analyst	AWS Connect and Depending Infrastructure	Configured AWS Resources, Network Architecture, Call Management Services
Development of AI and Virtual Agent	Cloud Engineer	Cloud Solution Architect	Business Analyst	QA Analyst, Program Manager	AI and Virtual Agent Prototype Completion	Working AI Model, Virtual Agent Functionalities
Development of Mobile Application	Application Developer	Program Manager	Cloud Solution Architect, Business Analyst	QA Analyst	Mobile App Beta Release	Mobile Application Code, Beta Testing Feedback
Development of Analytical Reporting	Business Analyst, Data Analyst	Program Manager	Cloud Solution Architect	Cloud Engineer	Reporting System Functional	Analytics Dashboards, Reporting Tools

Integration with Existing Systems	Cloud Engineer	Cloud Solution Architect	Business Analyst, Program Manager	QA Analyst	Integration Testing Completed	Integration Interfaces, API Documentation
User Acceptance Testing	QA Analyst	Program Manager	Business Analyst, Cloud Engineer	Cloud Solution Architect	UAT Sign-Off	UAT Report, Issue Log, Feedback Summary
Deployment to Production	Cloud Engineer	Program Manager	Cloud Solution Architect, QA Analyst	Business Analyst	Go-Live	Deployment Plan, Production Environment Setup
Training and Documentation	Business Analyst	Program Manager	Cloud Solution Architect, Cloud Engineer	QA Analyst	Training Completion	User Manuals, Training Materials, Documentation
Post-Deployment Maintenance and Support	Cloud Engineer, Support Staff	Program Manager	Cloud Solution Architect	Business Analyst, QA Analyst	Support Structure in Place	Maintenance Plan, Support Tickets Log, Performance Reports

VI. EXHIBIT A: CONTACT CENTER PRICING

The Contact Center pricing includes AWS Infrastructure costs, AWS Connect Licensing Costs, ASCENDING's Setup/Configuration Costs and Maintenance Costs. The price breakdown for each category is listed below. The AWS Infrastructure costs and AWS Connect costs are estimated based on the current call volumes and number of agents. Setup and Configuration costs are estimated for the first year. We don't anticipate any setup and configuration costs for the years 2 through 4. Maintenance costs are estimated for years 2 through 4.

CRFQ DMV24*01 - EXHIBIT A - CONTACT CENTER PRICING PAGE							
TOTAL INSTALLATION & DELIVERY COST							
LOCATION -DMV 5707 McCorkle Ave. SE, Charleston, WV 25304							
Item Number	QTY	Description	YEAR ONE	YEAR TWO	YEAR THREE	YEAR FOUR	Grand Total
3.1.1	1	Contact Center Solution	\$276,242	\$226,482	\$226,482	\$226,482	\$955,688

The price breakdown for Exhibit A is listed below.

AWS Connect Annual Price Calculation (Year 1)			
Cost Category	Price	Total Agent Call Minutes per year (Estimated)	Annual Cost
Per Minute Cost Includes: <i>Inbound voice usage</i> <i>In-app and web calling audio usage</i> <i>Conversational analytics</i> <i>For screen recording</i>	\$0.05	Estimated total minutes of calls 3640000	
Total Cost per year (0.05 * 3640000)			\$169,260
Cases usage – per case created	\$ 0.12	5 cases per day/agent assuming 260 working days per year and 20 agents.	\$ 3,120
Per agent evaluated per month - Fixed costs per agent per month	\$12.00	Assuming 20 agents	\$ 2,880
Total Cost for Year 1			\$175,260

AWS Annual Infrastructure Price Calculation (Year 1)	
AWS Price Calculator https://calculator.aws/#/estimate?id=2b6c4c6506412587d95aca6cfe995bfa358dc5eb`	\$ 14,262

Total Cost of Setup/Configuration & Maintenance	
Total Cost of Setup/Configuration (onetime fee applied to Year 1)	\$ 86,720
Total Cost of Maintenance per year (Only for Years 2 through 4)	\$ 36,960

VII. ACKNOWLEDGEMENT OF ADDENDA


	Department of Administration Purchasing Division 2019 Washington Street East Post Office Box 50130 Charleston, WV 25305-0130	State of West Virginia Centralized Request for Quote
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Proc Folder: 1324372	Reason for Modification:		
Doc Description: DMV Cloud-based Contact Center Solution	Addendum No. 1 To move bid opening date and time		
Proc Type: Central Contract - Fixed Amt			
Date Issued	Solicitation Closes	Solicitation No	Version
2024-01-11	2024-02-07 13:30	CRFQ 0802 DMV2400000001	2

BID RECEIVING LOCATION
BID CLERK DEPARTMENT OF ADMINISTRATION PURCHASING DIVISION 2019 WASHINGTON ST E CHARLESTON WV 25305 US

VENDOR
Vendor Customer Code: VS0000043562 Vendor Name : ASCENDING, Inc. Address : 2751 Street : Prosperity Avenue, Suite 240 City : Fairfax State : Virginia Country : USA Zip : 22031 Principal Contact : Gloria Zhang Vendor Contact Phone: 518 288 7586 Extension:

FOR INFORMATION CONTACT THE BUYER David H Pauline 304-558-0067 david.h.pauline@wv.gov

Vendor Signature X 	FEIN# 83-1244130	DATE 02/09/2024
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All offers subject to all terms and conditions contained in this solicitation

	Department of Administration Purchasing Division 2019 Washington Street East Post Office Box 50130 Charleston, WV 25305-0130	State of West Virginia Centralized Request for Quote
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Proc Folder: 1324372 Doc Description: DMV Cloud-based Contact Center Solution		Reason for Modification: Addendum No. 2
Proc Type: Central Contract - Fixed Amt		
Date Issued	Solicitation Closes	Solicitation No
2024-01-30	2024-02-14 13:30	CRFQ 0802 DMV2400000001
		Version
		3

BID RECEIVING LOCATION
BID CLERK DEPARTMENT OF ADMINISTRATION PURCHASING DIVISION 2019 WASHINGTON ST E CHARLESTON WV 25305 US

VENDOR
Vendor Customer Code: VS0000043562 Vendor Name : ASCENDING, Inc. Address : 2751 Street : PROSPERITY AVE, STE 240 City : Fairfax State : Virginia Country : USA Zip : 22031 Principal Contact : Gloria Zhang Vendor Contact Phone: 518 288 7586 Extension:

FOR INFORMATION CONTACT THE BUYER David H Pauline 304-558-0067 david.h.pauline@wv.gov

Vendor Signature X <i>Gloria Zhang</i>	FEIN# 83-1244130	DATE 02/09/2024
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All offers subject to all terms and conditions contained in this solicitation

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: DMV240000001

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:

(Check the box next to each addendum received)

- | | | | |
|-------------------------------------|----------------|--------------------------|-----------------|
| <input checked="" type="checkbox"/> | Addendum No. 1 | <input type="checkbox"/> | Addendum No. 6 |
| <input checked="" type="checkbox"/> | Addendum No. 2 | <input type="checkbox"/> | Addendum No. 7 |
| <input type="checkbox"/> | Addendum No. 3 | <input type="checkbox"/> | Addendum No. 8 |
| <input type="checkbox"/> | Addendum No. 4 | <input type="checkbox"/> | Addendum No. 9 |
| <input type="checkbox"/> | Addendum No. 5 | <input type="checkbox"/> | Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

ASCENDING, Inc.

Company

Gloria Zhang

Authorized Signature

02/09/2024

Date

NOTE: This addendum acknowledgment should be submitted with the bid to expedite document processing.